SPRING '88

WMUA

Program Guide

91.1 FM

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Meredith Gottesman ..... Program Director
Steven Svoboda ..... Chief Engineer
Phil Straub ..... Chairman

Tony Procaccino ..... Music Director
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Scott Lever ..... Promotions Director
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Amherst, MA 01003

attn: Michael Ryals

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	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00 AM	Good Morning Music					Polka Bandstand	Glory Road Gospel
9:00 AM	Jazz / World			Beatitude			Z'Amir
NOON	Concepto	Latino	Concepto	Latino	Concepto	Sportsline	Focus
1:00 PM	Feel Like Making Lunch					BMCP Sports	Country, Blues And Bluegrass
						Undercurrents	
3:00 PM	Blues			Cruise		Concepto Latino	
6:00 PM	Extraordinary Urban Contemporary					Reports-In-Color	Rock 'n Roll Memory Time
9:00 PM	Trash, Twang, & Moon Rocks					Extra-Ordinary Urban Contemporary	Dadavision
12:00 AM	Electric			Eclectic			Electric Eclectic
3:00 AM	Bed			Spins			Bedspins

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SPRING'88

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A letter from the Manager . . .

Hello!

I'm very pleased to present to you the most ambitious WMUA program guide in quite some time. For some of you, it will provide a first taste to a great resource available to you, any time day or night. For others, it will serve to update you on the new times of your favorite programs, and hopefully turn you on to a few more.

While we could fill a hundred pages telling you all about our station, we're thrilled to offer you this little booklet, courtesy of listener support. A million thanks to everyone who participated in our recent fund drive, allowing us to maintain the innovative programming we love to provide you with.

It's hard to believe that WMUA has been the progressive alternative in the Pioneer Valley since 1949; almost fifty years and still commercial-free!

Yours,
Michael Ryals
Manager

What is WMUA?

WMUA, the official student radio station of the University of Massachusetts at Amherst, broadcasts at 91.1 megahertz on the FM band with 1,000 watts of stereo power. Founded in 1949, WMUA has a long tradition of diverse, quality programming. Our listeners are loyal and growing in number year after year, as is evident in the spectacular success of our fund drives and in increasing listener response. We offer music for everyone: jazz, blues, rock, reggae, urban contemporary, world music, and even polka. In short, we are *the* progressive alternative in the Pioneer Valley; we are uncompromising in our standards and provide broadcasting par excellence.

WMUA's Spring '88 Program Schedule is one that I am especially proud to present here, not only because this is my last year in the position of Program Director, but because I believe it reflects our commitment to airing great music that you're not likely to hear on commercial radio. It is the result of countless hours of hard work and mediation, and I hope you will enjoy the outcome.

Meredith G.Gottesman,
Program Director

The Blocks

Good Morning Music — Mon.-Fri., 6-9a, Whether it's folk, jazz, swing, or Women's music, WMUA is always the best way to start your day.
Jazz/World Beatitude — Mon.-Fri., 9-noon. WMUA's jazz staff is better than ever, but when you add in the best of world beat, it's heaven.
Concepto Latino — Mon.-Fri., noon-1p., Sat. 3-6p. It's a Latin lunch every weekday now. Dig in!
Feel Like Making Lunch — Mon.-Fri., 1-3p. For those long lunch breaks, WMUA serves up all the rock you want, both old and new.
Blues Cruise — Mon.-Fri., 3-6p. While you're driving home, be sure to catch the best blues in the Valley. Don't miss the boat!
Extraordinary Urban Contemporary — Mon.-Fr., 6-9p, Sat. 7p-6a. The best in urban contemporary sound, including house, hip-hop, jazz, and go-go. The music and the concerns of the Third World, courtesy of BMCP.
Trash, Twang, and Moon Rocks — Mon.-Fri., 9-midnight. Only on WMUA. . . Alternative rock meets everything from your wildest dreams to your worst nightmares!
Electric Eclectic — Mon.-Fri. and Sun., midnight-3a. Noise reigns supreme. For those with more specialized (?) tastes.
WMUA News — Mon.-Fri., 9a, noon, 5, and 9p. WMUA's news staff brings you up-to-date news, sports, and weather four times a day. Tune in for our exclusive coverage of local events, and our complete coverage of national and world events.

Highlights

Monday
Noon — Jackie plays the best of all Latino music on **Concepto Latino.**
3:00p — Blue Bill brings you the blues from Chicago and beyond every **Stormy Monday.**
6:00p — **All That Jazz** is a modern look at the jazzy side of urban contemp.
Midnight — **Non-Sequitur Theatre** features the latest and the best new hybrids of rock & roll from around the world.

Tuesday
9:00p — **Unzipping the Zype** features an eclectic blend of jazz, electronic, avante-garde and world music.
6:00p — **The Toejam** is a choice blend of new funk and classic R&B. Your host George Knight always keeps it jamming.
9:00p — **Silence Amouzegar** with Tony P. — It squawks, it screams, and never compromises.

Wednesday
1:00p. — **Mal Thursday** is the host with the most on a non-stop journey to the center of your mind.
3:00p — **UMASS Hotline** presents issues of concern to the campus community, featuring in-studio guests to take your questions or complaints.
3:30p — **Jump 'n' Jive** features the swinging music of jump blues stars like Wynonie Harris and Julie Lee.
6:00p — Check out **Diamond** with the BMCP Top Ten each week.
9:00p — In its fifth year on WMUA, the **Death Trip** continues to plunge into fuzzy-guitar-psycho-billy-pop madness. The sexiest voice in the Valley, Meredith, is your hostess.
Midnight — **Big Radio** is three hours of very large music. Big Radio delivers eclectic, thrashing rock with uncanny elegance. The size of your radio may increase. . .

Thursday
6:00a — **Now's the Time** is brought to you by the Everywomens Center of UMASS.
9:00a - **One Love Radio** promotes unity and love through reggae music.
Noon — **Tin Tin Deo** with Nedil features Afro-Caribbean jazz and bossa-nova.
1:00p — **Shindig** is out-of-control rock and roll from the outer limits. Boogie back to the basics with a Bo Diddley beat!
3:00p — Ellen Miller-Mack's **Blame It On the Blues** features a variety of blues, early rock 'n' roll, and R&B.
9:00p — **The Radio Hut** is a musical extravaganza that is scientifically designed to move you to heights previously unconquered.
Midnight — **Damage Incorporated** offers metal that's just too wild to tame!

Friday
6:00a — When WMUA is **Playin' Dixie,** you'll hear jazz recordings that are never too traditional; jazz from New Orleans and Chicago, among other early jazz recordings.
9:00p — Your call-in, on-air dating line for UMASS Romeos and Juliets is **Be My Guest.** Hot 'n' heavy!
9:30p — Say it loud, play it loud — It's **Rough House** — Living Rock 'n' Roll at its finest.

Saturday
Noon — **Sportsline** encompasses the world of sports in an entertaining, informative, and provocative manner. Call in!
1:00 — **BMCP Sports** is the place for great local, college, and professional sports coverage.
7:00p — **The Rap Attack** with D J Ice-T plays the hottest hip-hop sounds in the Pioneer Valley. . . . A scratching and mixing attack!
9:00p — **The Kevy-Kev Show** features a two-hour non-stop Saturday night dance party mix, and the latest in club, house, and progressive sounds.

Sunday
1:00p — **Country, Blues & Bluegrass** is an informative and entertaining show, including cajun, rhythm & blues, and much more.
9:00p — **Rock 'n' Roll Memory Time** and **Remember When** spotlight all the incredible styles of rock and roll music from its beginnings through the British Invasion.

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